

## modern business **IT.advisor**

*“Insider Tips To Make Your Small Business Run Faster, Easier, And More Profitably”*

### Welcome New Client: Mirage Imaging Center

We're excited to announce that TruAdvantage was selected by Mirage Imaging Center to support their medical practice, staff, computers, and servers. Mirage has been serving Silicon Valley over the past 10 years with state-of-the-art open MRI. At Mirage, as their slogan says, patient care meets hospitality. It's our privilege to be selected by them and help them focus on what they do best: superior patient care. We know they'll be clients for life.

## June 2017



Kayvan Yazdi  
President  
TruAdvantage

#### **Our Mission:**

To become a trusted advisor and strategic partner to the Bay Area's SMBs and help them solve their daily issues, optimize efficiency and security, and grow a competitive advantage with IT.



## How To Keep Your Employees From Leaking Confidential Information

**B**ack in 2014, Code Spaces was murdered. The company offered tools for source code management, but they didn't have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don't seem right. But can you say the same thing

about the people in reception, or the folks over in sales?

Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone in your office is sending the email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come

continued on pg 2 ...

continued from cover ...

up with good passwords. It may sound so 2002, but plenty of people still use birthdays, pet names, or even “password” as their passcodes — or they meet the bare-minimum standards for required passcode complexity. Randomly generated passcodes are *always* better, and requiring multiple levels of authentication for secure data access is a must-do.

Remember, that’s just for the office. Once employees start working outside of your network, even more issues crop up. It’s not always possible to keep them from working from home, or from a coffee shop on the road. But it *is* possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are working remotely, remind them that walking away from the computer is a no-no. Anybody could lean over and see what they’re working on, download malware or spyware, or even swipe the entire device and walk out — all of which are cybersecurity disasters.

Last but not least, you need to consider the possibility of a deliberate security



**“Cyber criminals make it look like someone in your office is sending the email, and it only takes a click to compromise the system.”**

compromise. Whether they’re setting themselves up for a future job or setting you up for a vengeful fall, this common occurrence is hard to prevent. It’s possible that Code Space’s demise was the result of malice, so let it be a warning to you as well! Whenever an employee leaves the company

for *any* reason, remove their accounts and access to your data. And make it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

You really have your work cut out for you, huh? Fortunately, it’s still possible to run a secure-enough company in today’s world. Keep an eye on your data and on your employees. And foster an open communication that allows you to spot potential — or developing — compromises as soon as possible.

## Free Report: What Every Small-Business Owner Must Know About Protecting and Preserving Their Company’s Critical Data and Computer Systems

### PROTECT YOUR NETWORK

“What Every Business Owner Must Know About Protecting and Preserving Their Network”



Don’t Trust Your Company’s Critical Data And Operations To Just Anyone!

This report will outline in plain, nontechnical English common mistakes that many small-business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your **FREE** copy today at [www.truAdvantage.com/protect](http://www.truAdvantage.com/protect).

## Cartoon of the Month

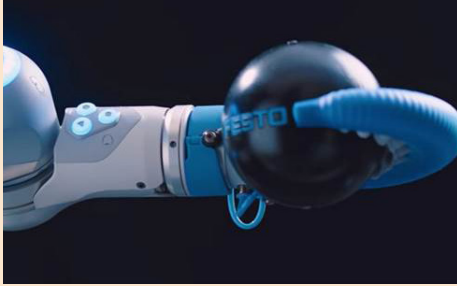
© MARK ANDERSON WWW.ANDERSONS.COM



“No! We can’t make lemonade! That’s the whole point!”

## Shiny New Gadget of the Month

### OctoGripper, the Octopus-Inspired Robotic Arm, Is Here



The animal kingdom is a reliable place to turn for mechanical inspiration. The German automation company Festo just made a robotic arm that takes its cue from an octopus. Meet the OctoGripper!

Festo figured it's hard to beat the octopus' flexibility. Built with a soft silicone structure that can be pneumatically controlled, the device bends inward to grip an item with two rows of suction cups. These create a vacuum, allowing the gripper to hold onto objects tightly while moving quickly — a common challenge in robotics.

This isn't the only thing Festo is taking from nature. They want to see the OctoGripper incorporated into their BionicMotion Robot, which is inspired by an elephant's trunk. These could work side by side with humans, perhaps speeding up work.

Or they could pair up with Boston Dynamics and start the best robotic zoo this side of "Horizon: Zero Dawn."

# Goal Setting Doesn't Work

(And Santa Claus May Not Exist) **By Darren Hardy**

When we were kids, we thought we could write down a list of everything we wanted and mail it to the North Pole. When we grew up, we realized there wasn't really a big roly-poly guy who delivered presents. A real person had to earn the money, march through shopping malls, wrestle the presents home, wrap them up, and place them under the tree. But I think many people still believe in Santa Claus. Why else would they write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year, and wait around for their lives to change?

Sorry, but it's time to grow up. Most people know how to write down goals, but few ever achieve them. Want to stop chasing rainbows, wishing on stars, and rubbing lamps, and instead achieve real results? This article will help you start.

**WARNING:** Achievement requires work, discipline, commitment, and maybe some heartache and a stiffened spine. If any of that makes you queasy, I invite you to continue reading.

## The Cause of All Your Problems — and the Solution

When I ask people what they want to improve in their lives, I hear things like, "I need to make more money," or "My marriage is unhappy," or "I need to lose weight."



Darren Hardy is the creator and visionary behind SUCCESS magazine as well as the New York Times best-selling book "The Compound Effect." His newest book is "The Entrepreneur Roller Coaster." For more, visit [darrenhardy.com](http://darrenhardy.com).

But these are simply symptoms or outcomes of the problem. The cause of the problem is you — and this is probably one of the most sobering understandings you can reach as you work toward your stated goals. Whatever it is you want to change, whether it's your marriage, financial situation, or weight, you'll never achieve lasting change until *you* change. Once you improve, everything else around you will improve.

In life, you don't get what you want; you get in life what you are. The success you have in life correlates with your level of self-worth. But the human tendency is to engage in the study of effects, while giving little attention to causes.

I see this travesty play out every day. People complain about their terrible marriage, so they leave it. Oddly enough, they end up with similar problems in the next relationship. Why? Because they didn't address the real problem. The same set of circumstances and patterns of behavior will create the same outcome. Some people go from diet plan to diet plan, losing weight and then gaining it all back. Why? Because the plan and the weight aren't the issues or the solutions; they are effects, and the weight will ultimately meet them back where they are.

Wherever you are in life right now is your own doing — good or bad.

## Our A team serving Bay Area's SMBs.



Kayvan Yazdi  
Co-founder



Iman Oskoorouchi  
Co-Founder



Matin Mehdipour  
The IT God



Rawan Ammouri  
Account Manager



Jennifer Gonzalez  
Business Developer



Navid Sahba  
Computer Guru



Ted Wilson  
Client Services



Amit Gupta  
Web Developer



Cheryl Montesclaros  
Account Manager



Karen Francisco  
Marketing

## Inside This Issue

How to Make Sure Your Employees Don't Unintentionally Leak Company Information | 1

Free Download: What Every Business Must Know to Protect Their Computer Network | 2

Is Goal Setting a Myth? | 3

## USE THIS APP TO PINPOINT DANGEROUS DRIVERS

The open road is full of jerks and road rages, and a new app is taking them on. Nexar asks you to mount your phone to your dashboard, and it will monitor surrounding traffic. If someone starts driving dangerously, it will ask if you want to record what's going on with a 30-second video. The goal is to capture license plates of bad or hostile drivers. This is useful if you witness a crash or a criminal offense.

According to [trafficsafetystore.com](http://trafficsafetystore.com), Nexar also uploads data to a central database. It will let you know if someone with a bad driving history enters the camera's field of vision, helping you spot potential bad drivers. In the future, Nexar plans to use GPS

to identify dangerous cars to the side and behind them, too. *Safety Resource Center - December 1, 2016*

### SHOULD YOU HAVE A MOBILE APP FOR YOUR BUSINESS?

One of the great things about apps is that you don't need to be a big developer or company to build one. In fact, according to [smallbusinesscomputing.com](http://smallbusinesscomputing.com), 42 percent of small businesses in the United States have their own app. By the end of the year, that figure is expected to hit 67 percent!

Most small businesses build apps to increase sales or improve customer

service. But with apps becoming more affordable than ever, there are lots of reasons to invest in your own app — and lots of ways to recoup that investment. What would your ideal app do?

*SmallBusinessComputing.com March 09, 2017*

### WHERE HAVE TABLET SALES GONE?

Remember when they said tablets would outsell desktop and laptop computers? That now seems a tad optimistic. In March, [Techcrunch.com](http://Techcrunch.com) reported that tablet sales are going down. But why?

It turns out that folks treat tablets like computers — meaning they don't upgrade them nearly as often as smartphones. That's bad news for the tablet giants, who are still releasing new versions of tablets at least once a year. In the future, don't expect big releases or online unveilings for slates.

*Techcrunch.com March 21, 2017*

